



**UAMS**

March 7, 2013

*Bill 1004 An Act Encouraging The  
Exportation of State Goods and the Small  
Business Express Program*

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To Whom It May Concern:

Good morning, members of Commerce Committee. I was asked to testify in front of the committee regarding the challenges and the barriers that companies face when attempting to enter foreign markets.

I have been in business for twenty years, have an MBA degree, teach Marketing at a University for graduate level and have been running my own business since 1999. A large part of my business is related to finding new markets and exporting opportunities in China and Japan. In today's global market this process is very different from even ten years ago since governments of many countries help their businesses. I think that it is very important for the State of Connecticut to provide more support to local small and medium-size companies in developing their businesses and becoming stronger.

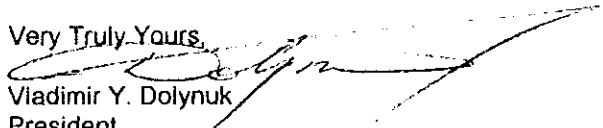
One of the important tools that can help Connecticut companies to get access to foreign markets is loan programs. Loans can help Connecticut companies to develop better sales channels for their products and services in international markets.

These are difficulties that an average Connecticut company may face if it decides to develop or penetrate international market:

1. Finding an experienced sales agent (manufacturer's representative) or a marketing company that can help them with:
  - a. Analyzing potential foreign market (availability of similar products, information about competitors, information about prices) and suggesting if there is a demand for company's products;
  - b. Finding potential customers in these markets;
  - c. Identifying target segments;
  - d. Advising what sales channels to use and how to use them;
  - e. Assisting in price strategies;
  - f. Assisting with sales calls, meeting arrangements with potential customers and sales channels if any.
  - g. Helping with product positioning strategy and adopting their product and advertising / promotional tools to a foreign market if needed.
2. Understanding legal system, tariffs, quotas, and customs that might prevent business from developing.
3. Understanding international payment terms and terms of sales - like - letter of credit, CIF, FOB, etc.
4. Securing open credit sales to some foreign countries.
5. Attending product shows in foreign markets.

Let me know if you have any questions.

Very Truly Yours,

  
Vladimir Y. Dolynuk  
President